

Rec'd PCT/PTO

25 APR 2005

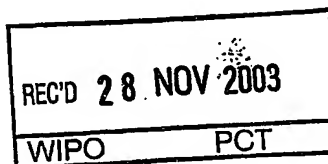
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The Patent Office
Concept House
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NP10 8QQ

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Dated

12 November 2003

For Official use only	THE PATENT OFFICE A	
	30 OCT 2002 RECEIVED BY FAX	30OCT02 E759697-1 D10092 F01/7700 0.00-0225241.9
Your reference ccTLD Typo (UK)		

30 OCT 2002

The Patent Office		Request for grant of a Patent	
		Form 1/77	Patents Act 1977
1 Title of invention			
Typographical default website traffic generation			
0225241.9			
2 Applicant's details			
<input checked="" type="checkbox"/> First or only applicant			
2a If applying as a corporate body: Corporate Name			
Country			
2b If applying as an individual or partnership			
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Forenames		Robert	
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ADP Number		849.5145001	

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2e Surname

Forenames

2f Address

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Country

ADP Number

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Agent's postcode N10 3JR

Agent's ADP
Number C03274

7270457002

4 Reference Number

ccTLD Typo (UK)

5 Claiming an earlier application date

An earlier filing date is claimed:

Yes ☐No ☒Number of earlier
application or patent number

Filing date

15 (4) (Divisional)

☐

8(3)

☐

12(6)

☐

37(4)

☐**6 Declaration of priority**

Country of filing

Priority Application Number

Filing Date

7 Inventorship

The applicant(s) are the sole inventors/joint inventors

Yes ☐No ☒

8 Checklist

Continuation sheets

Claims 0

Description 1

Abstract 0

Drawings 0

DMC

Priority Documents ~~Yes~~/NoTranslations of Priority Documents ~~Yes~~/NoPatents Form 7/77 ~~Yes~~/NoPatents Form 9/77 ~~Yes~~/NoPatents Form 10/77 ~~Yes~~/No

9 Request

We request the grant of a patent on the basis
of this application

Signed:

Origin Limited
(Origin Limited)

Date: 30 October 2002

Typographical Default Website Traffic Generation

Web search engines, such as Google.com, generally return a long list of websites for people who have searched for a generic item. For example, people searching for "paper" are presented with thousands of websites relating to 'paper'. In this description of the invention, "paper" is used simply as one example. Any other generic dictionary word or combination of two or more dictionary words without spaces, i.e. "fountainpens" or "fastcars" may be substituted for "paper".

To cut through the excess of choice returned by search engines, some Web users from time to time avoid using search engines and simply add a ".com" or ".net" to the generic item they are looking for, i.e. "paper.com" or "paper.net", and type it directly into the Universal Resource Locator (URL) line in the web-browser. In this way, they are making a guess that they may be taken directly to a website dedicated to what they are searching for, i.e. "paper".

The invention stems from the fact that Web users regularly make typographical errors. Specifically, they might mistype the ".com" or ".net" ending portion of the URL. There are many variations of mistyping this ending portion of the domain name, known as the Top Level Domain (TLD). However, this invention is restricted to the misspellings of TLDs which involve only one letter being accidentally omitted would then correspond to Country Codes TLDs (ccTLDs). This includes ".cm", ".om", ".co", ".ne" and ".er". These top level domains correspond respectively to the Country Code TLDs of the countries of Cameroon, Oman, Colombia, Niger and Ethiopia.

Currently, if, for example, a user types "paper.cm" into a web-browser and there is no site registered in that country code domain, the domain will not resolve and no website will be retrieved and be viewable by the user on the web-browser.

This invention permits the user to view a website even when making one or more of the above typographical errors. This website could be specifically related to the searched terms, i.e. paper, or it could be a general search website, simply a website containing advertising or a website containing a combination thereof.

By permitting the user to view a website after such typographical errors, advertising, transaction or other revenue may be earned for bringing the user to that website. Advertising, transaction or other revenue may also be earned if the user follows a link or performs a search on that website or a directly or indirectly linked website.

This invention requires an agreement with at least one of the administrators of the ccTLD such that all domains that would otherwise not resolve be directed to one or more specified servers. These servers would then return websites containing e-commerce or other web-based services including advertising such as the pay-per-click advertising offered by search engine and advertising service, Overture.com. The services offered or advertising may be partly or wholly "targeted", i.e. related in some way to "paper" or it may be partly or wholly untargeted, i.e. having little or nothing to do with "paper".